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Schultz et al.

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(54) **SYSTEM AND METHOD FOR PROVIDING
VIRTUAL ITEMS TO USERS OF A VIRTUAL
WORLD**

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A63F 2300/5533; A63F 2300/554; A63F
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See application file for complete search history.

(57) **ABSTRACT**

A shop interface is presented to users in conjunction with presentation of views of an online game, wherein the shop interface is configured to facilitate presentations to users of offers to sell virtual items usable within the game in exchange for consideration. In response to detecting that the online game is systematically unavailable to users, an alternative virtual shop interface is presented to users that is accessed over the Internet separately from the online game, and offers to sell the virtual times usable within the game are presented to users in exchange for less consideration than the offers to sell the virtual items through the shop interface presented in conjunction with the online game.

18 Claims, 5 Drawing Sheets

